

# Heath Weaver

heath.weaver@remote-executive.com

With over two decades of experience in the industry, I've honed a deep expertise in strategic planning and team leadership. My career is marked by a consistent ability to drive projects to successful completion, aligning closely with organizational goals and fostering innovation at every turn.

## Career

### Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Designed and implemented a scalable backend with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds, enhancing operational efficiency.
- Improved deal extraction accuracy from 80% to 95% through iterative AI model refinements, demonstrating a data-driven approach to problem-solving and innovation.
- Reduced page load times from 18 seconds to under 1 second by optimizing database design and implementing Redis for task queuing, significantly improving user experience.

### Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Overhauled customer segmentation and email strategies, boosting client revenue by 34%, aligning with strategic marketing initiatives that drive business growth.
- Developed LinkedIn and cross-channel lead generation strategies, gaining 6 clients in under 3 months, demonstrating proficiency in digital marketing techniques.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually, showcasing innovation and customer-centric solution building.
- Reorganized teams to better meet client needs, improving client satisfaction by 10%, reflecting a strong understanding of the B2B sales cycle and collaboration with distribution.

### VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed and executed strategic marketing initiatives for 15 SaaS products, enhancing brand awareness and streamlining product launches.
- Led Salesforce migration and training, ensuring data integrity and team readiness for ABM strategies, directly supporting business growth objectives.

### Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Developed and executed strategic marketing initiatives, enhancing digital presence for clients like Samsonite and Bacardi-Martini, leading to notable campaign successes including Bombay Sapphire's Spice Hunter.
- Directed operations of a digital growth-hacking division, focusing on SEO, SEM, and content marketing, significantly improving client businesses through optimized digital strategies.

### Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Developed and executed strategic marketing initiatives, including LinkedIn B2B automation and website redesign, resulting in a 75% revenue increase and 40% reduction in customer churn.

## **Head of Search Engine Marketing, Europe at Sony eCommerce Europe**

2007-Jun – 2010-Feb | Brussels

- Aligned European search activities with local marketing teams, achieving a 103% increase in search traffic, demonstrating strategic marketing initiative execution.
- Coordinated Pan-European search campaigns across 16 countries, securing top 5 listings for high-volume keywords, showcasing leadership in digital marketing techniques.
- Developed the 'locomotive' strategy, turning VAIO's operational profit from 0% to over 5%, illustrating a track record of innovation and customer-centric solution building.

## **Manager, Finance at Sony VAIO Europe**

2003-Sep – 2007-Jun | Brussels

- Developed and executed strategic marketing initiatives by creating Sony's first worldwide Marginal Profit analysis, driving NIBT growth and contributing to a profitability turnaround from 0% to 5% operational profit in 3 years.
- Enhanced brand awareness and business growth through the 'locomotive' strategy, noted in Sony's annual report, by increasing revenue by 300% while reducing costs by 5%.
- Streamlined financial and operational processes through automation and Six Sigma Lite methodology, saving 160+ hours annually and achieving weekly financial closes, improving reporting accuracy and efficiency.

## **Financial Analyst and Investor Relations at Charlotte Russe**

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), significantly enhancing management productivity and streamlining data analysis and presentation.

## **Education**

### **Dixie State University - in Business Administration with Accounting and Marketing Emphasis**

1997-Aug – 1999-Apr | St. George, UT

## **Skills**

### **Business Development:**

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

### **Finance & Business:**

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

### **Leadership & Management:**

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

### **Marketing & Digital:**

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

**Technical:**

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

**Languages:**

English (Native) • French (Basic) • Italian (Learning)

*This CV/Resume was tailored to this position with an AI agent that I built myself. If you'd like to chat with that agent and get more insight into my profile, please visit [heathweaver.com/career](https://heathweaver.com/career) and enter the code: 1df9618dc2a3fc0acb28*